

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

NATIONAL
REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Black, A. H. and Company, Building
other names/site number "Olde Brique"

2. Location

street & number 531 Spruce Street N/A not for publication
city, town Myrtle Point N/A vicinity
state Oregon code OR county Coos code 011 zip code 97458

3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	<u>0</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u> </u>	<u> </u> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u> </u>	<u> </u> structures
	<input type="checkbox"/> object	<u> </u>	<u> </u> objects
		<u>1</u>	<u>0</u> Total

Name of related multiple property listing: N/A
Number of contributing resources previously listed in the National Register N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.
James M. Hamrick September 15, 1990
Signature of certifying official Date
Oregon State Historic Preservation Office
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:
 entered in the National Register.
 See continuation sheet.
 determined eligible for the National Register. See continuation sheet.
 determined not eligible for the National Register.
 removed from the National Register.
 other, (explain:)

Entered in the National Register
10/25/90
William Byers

Signature of the Keeper Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

Commerce/Trade: department store
specialty store

Current Functions (enter categories from instructions)

Commerce/Trade: specialty store (work
in progress)
business office

7. Description

Architectural Classification
(enter categories from instructions)

Late Victorian/Italianate

Materials (enter categories from instructions)

foundation brick
walls brick
stucco
roof asphalt (rolled composition)
other windows: glass

Describe present and historic physical appearance.

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National Register of Historic Places Continuation Sheet

Section number 7 Page 1

Description: The A. H. Black Building is an example of a commercial building in the Italianate style. The building, now known as "Olde Brique", abuts Spruce Street in the center of Myrtle Point's downtown business district. Facing South-Southwesterly on a standard tax lot, the 34 foot wide by 60 foot deep building lies within 700 feet of 7 of Myrtle Point's other historic commercial buildings. The "Olde Brique" and rear parking area, together with a smaller-scale addition on the west, fill the 50 x 95' lot.

The 28 foot tall, box-shaped two-story building is constructed with brick foundation and walls. The wooden roof is shaped like a flattened "W" for drainage purposes, and has a rolled roofing cover. The present appearance of the building is essentially the same as its historic appearance.

The South facade of the Black Building has large display windows with upper lights on each side of a central doorway. The recessed main entryway with slightly off-set windows has a transom and narrow sidelights and oversize entry door. The upper story of the South facade is stuccoed and features pilasters and a simplified cornice with indented trim. Of the three original one-over-one double-hung arched windows with hood moldings, two remain as constructed; the third, on the northeast corner of the building, has been fitted with a door and fire escape with metal, raisable stairway on the east side of the building.

The East facade of the building has been stuccoed; within the past 15 years, the stucco was removed and the building sandblasted with little apparent damage to the brick and minimal mortar damage. Some repointing has occurred. The East or side facade has an arched doorway near the rear of the building on the first story and two arched windows in the upper story.

The North facade (rear) has exits from both stories. Both are in need of repair. A structurally-dependent, but non-historic addition on the west is a smaller, two-story, wood frame structure of stuccoed masonry. It has a 16-foot front on Spruce Street and depends on the west wall of "Old Brique" for enclosure. There is an interior connection.

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Section number 7 Page 2

The recently restored-rehabilitated interior of the lower story is comprised of one full room approximately 31 feet wide by 57 feet deep. The floor was replaced to original specifications with vertical grain, Douglas fir 1"x 4" tongue and groove flooring. After removal of the plaster ceiling, it was discovered that the original 1"x 8" lapped ceiling was in good condition (ceiling height is 11' 4"). Interior walls are exposed brick. An original large beam extends the length of the lower story (North to South) and is supported by five 4"x 6" wooden posts. A fireplace is located on the West wall; it was a subsequent addition to the building (date of addition unknown).

The interior of the upper story is in a slightly deteriorated condition (plans for restoration/rehabilitation are in progress). The main room is approximately 31 feet wide and 46.5 feet deep. Three small rooms and one small restroom comprise the remaining 31 feet by 10.5 feet of the second story; they are separated by thin dividing walls. The original wood tongue and groove ceiling and floor are in relatively good condition (ceiling height is 11 feet.). Upper story walls are finished with a four foot high decorative wainscot (of undetermined date) and rough one-inch planks covered with wallpaper for the remaining seven feet.

The Italianate style was popular in Oregon from 1850 to 1890, thus the Black Building is a late interpretation of the style. Some common characteristics of the style are (1) low-pitched hipped or gable roofs, or flat roofs, especially on commercial buildings, (2) overhanging or projecting eaves with decorative brackets, (3) asymmetrical shape, (4) wood-frame construction with horizontal shiplap siding, or brick construction often with cast-iron supports and decoration, (5) ornamentation to simulate stone or marble: quoins, keystones, columns, and (6) tall windows, often round or segmental arched; bay windows. (From Architecture Oregon Style).

Of these features, the Black Building, a modest and simplified version of the Italianate style, has a flat roof, brick construction, a simple cornice and pilasters and arched windows.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance (enter categories from instructions)
Architecture

Period of Significance
1890

Significant Dates
1890

Cultural Affiliation
N/A

Significant Person

N/A

Architect/Builder

Daniel H. Giles, builder

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

See continuation sheet

9. Major Bibliographical References

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

See continuation sheet

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: _____

10. Geographical Data

Acreeage of property less than one Myrtle Point, Oregon 1:24000

UTM References

A

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4	7	6	8	4	9	0
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Zone Easting Northing

C

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B

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Zone Easting Northing

D

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See continuation sheet

Verbal Boundary Description

The nominated area is located in SW $\frac{1}{4}$ SW $\frac{1}{4}$ Section 9, Township 29S, Range 12W, Willamette Meridian, in Coos County, Oregon. It is comprised of Lot 4, Block 12, Extension of Myrtle Point, and is otherwise identified as Tax Lot 2200 at said location.

See continuation sheet

Boundary Justification

The nominated area measures 50 x 95 feet and encompasses the entire urban tax lot occupied by the building erected for L.A. Roberts in 1890, a building have a foot-print of 34 x 60 feet. Included in the nominated area as a structurally dependent but non-historic and non-contributing feature is a two-story wood-framed addition of stuccoed masonry construction. The building addition uses the west wall of the historic building for enclosure and presents a front 16 feet in width on Spruce Street.

11. Form Prepared By

name/title Larry G. McClanahan, City Manager with assistance of Marianne Kadas
organization City of Myrtle Point date Jan. 25, 1990; rev. March 15, 1990
street & number 424 Fifth Street telephone (503) 572-2626
city or town Myrtle Point state Oregon zip code 97458

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The A. H. Black and Company Building in Myrtle Point, Oregon meets National Register Criterion C as the best preserved brick commercial building in the Italianate style locally. It represents the product of local industry, specifically, the brick yard of Daniel H. Giles, who also was the building contractor. The building is located at Spruce and Sixth streets in the central business district. Built in 1890, it is understood to be one of only two or three brick buildings standing in Coos County on the southern Oregon coast that antedate 1900. The Statewide Inventory of Historic Properties identifies only one other, the Hermann Building on Second Street in Myrtle Point. The three-story Hermann Building was built in 1891, a year later than the nominated property, and although it was a more imposing edifice, having contained both opera house and Masonic hall, it burned in 1988 and its upper stories were removed. A third brick building of early date which still stands is the Bank of Myrtle Point. It may have been built as early as 1895, but is commonly understood to date from 1901.

Comparative analysis of historic and current views shows the A. H. Black and Company store to be remarkably well preserved in its exterior elevations. The south-facing facade is 34 feet in width and is symmetrically organized into two wide bays on either side of a narrower entrance bay. Ground story shop windows are flush with the wall plane, much as they were originally, but originally the windows were divided as eight separate lights each. The entrance is recessed in a central, inset bay. Brick pilaster strips rise continuously from foundation to the cornice line, demarcating the structural bays. The well proportioned belt course between stories and cornice detail is made up of corbelled brick string courses, and rectangular inset panels on the pilasters represent capitals. Each of the three elongated second story window openings has a segmental arch head and brick drip molding on corbels. Ground story exterior face brick has been cleaned. The store interior has been remodeled recently, and while finish material was removed to expose the brick walls, the tongue and groove ceiling is intact, as is the central longitudinal ceiling beam supported on square posts. The second story interior, originally a living space, is undergoing rehabilitation.

Included in the nominated area is a minor addition on the west side elevation which occupies the same tax lot and is a structurally dependent, but non-historic and non-contributing addition. A two-story, wood-framed addition of stuccoed masonry construction, it presents a frontage of 16 feet on Spruce Street. It depends upon the west wall of the historic building for enclosure. There is an interior connection.

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The building was built for mercantile purposes by local merchants J. H. Roberts and son, who may have overreached their means in so ambitious a project. The property was sold to A. H. Black and Company in 1895. The building's contractor was Daniel H. Giles, who was the proprietor of the newly established brickyard, the first in Myrtle Point. The prosperity of Giles's brickyard owed to the dramatic growth of commerce in Myrtle Point in the 1890s. With a population of 600 in 1897, the community was the principal trading center of the upper Coquille Valley.

A. H. Black and Company operated a creamery and opened a general mercantile store in the nominated building at the height of the town's growth period. The original investor, J. H. Roberts, had been elected president of the local Board of Trade the year he contracted for construction of the building. The Board of Trade promoted a daily mail route from Roseburg to the coast and pursued various public works. For a time, before Roberts lost the building in 1895, he published the local newspaper, The West Oregonian, in his new business block.

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The Black Building, located in downtown Myrtle Point, Coos County, Oregon, is the oldest brick building in Myrtle Point, possibly in Coos County. The building is two stories tall and three bays wide in the Italinat style. It has served the community as a general merchandise store, newspaper office, and general meeting place. An unusual feature of the building is that the bricks themselves and the building were the product of one family's workmanship, that of Daniel Giles and his son, Sam. The locally-manufactured brick was used in the construction of at least four major Myrtle Point buildings.

SETTING: The town of Myrtle Point is located on the east bank of the South Fork of the Coquille River on the Donation Land Claim of E. C. Catching. At this point the river runs due north and a point of land numbering about 50 acres was chosen for the townsite. It had earlier been a gathering place for Indians. The site was first surveyed and platted 1861 by Henry Meyers who called it Meyersville. It was re-surveyed and platted by Chris Lehnherz in 1866 and renamed Ott; in 1867 it was given the name Myrtle Point because of the many beautiful myrtle trees on the point overlooking the river. Myrtle Point was incorporated in 1887.

TOPOGRAPHY AND TRANSPORTATION: Topography played an important role in the development of the Myrtle Point area; mountainous terrain and minimal farm land taxed the early settlers' ingenuity. Early transport was by river; Myrtle Point was at the head of tidewater and the Coquille River was navigable by small boats. Goods and mail were carried in an arduous journey over a water route to and from Empire City. The Coos Bay Wagon Road from Coquille to Roseburg was completed in the 1870s, but was not a successful route; mail service from Roseburg finally became a reality on the Coquille-Camas (Valley) Trail route in 1889 or 1890 with daily stages. Mail service to Port Orford began in 1880. In 1890-91 the possibility of a railroad connecting Roseburg and the coast arose and local businesses were asked to subscribe. In 1893 an engine and four cars arrived from Marshfield (Coos Bay) with great jubilation. However, the line proceeded no further east and Myrtle Point remained in a somewhat isolated situation, as it does indeed today.

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COMMERCIAL DEVELOPMENT: Early settlers in the Myrtle Point area had planted extensive apple orchards which prospered in the temperate climate. Both fresh and dried apples were shipped by boat to San Francisco. Dairy products were also produced and shipped by boat, however, shipping of all products was slow and difficult. Myrtle Point grew to be a prosperous town in the late 1880s and 1890s with the establishment of a flour mill, a saw mill, a school and churches. A newspaper "The Western Oregonian" was established in 1889 with the press arriving by boat; in 1890 a Board of Trade was established, a goal of instituting mail service between Roseburg and Myrtle Point was achieved shortly after its inception. Businesses prospered and new buildings were constructed. In 1890 Daniel Giles and his son Sam opened their brickyard and shortly afterward began construction of the Roberts building, now known as the A. H. Black building.

Daniel Giles, born in Pennsylvania 1836, came to Coos County in 1853 at the age of 17. His first employment was in the gold fields near Randolph, south of Empire City. He later was a partner in a whip saw mill and mined at the headwaters of the Coquille River. In 1855 he fought in the Rogue River Indian wars.

By 1890 he had settled near Myrtle Point and at that time with his son Samuel started a brick factory on Reedsford Road near the river. The Gileses not only manufactured bricks, but also built brick buildings. Buildings to their credit besides the Black Building are the Meyers and Meyers Building, the Binger Heffmann Building and the old Myrtle Point Public School. Daniel Giles was married twice and had ten children.

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Section number 9 Page 1

Clark, Rosalind. Architecture Oregon Style. Portland, Oregon: Professional Book Center, 1983, pp. 59-66.

Dodge, Orvil. Pioneer History of Coos and Curry Counties. Bandon, Oregon: Republished by Coos-Curry Pioneer and Historical Association, 1969 second edition (from original 1898 edition), pp. 210-230.

Beckham, Curt. Myrtle Point Beginnings. Myrtle Point, Oregon: Myrtle Point Printing, 1986, pp. 2, 11-12, 15.

Coos County Deed Records, microfilm reel no 88-10-0680.

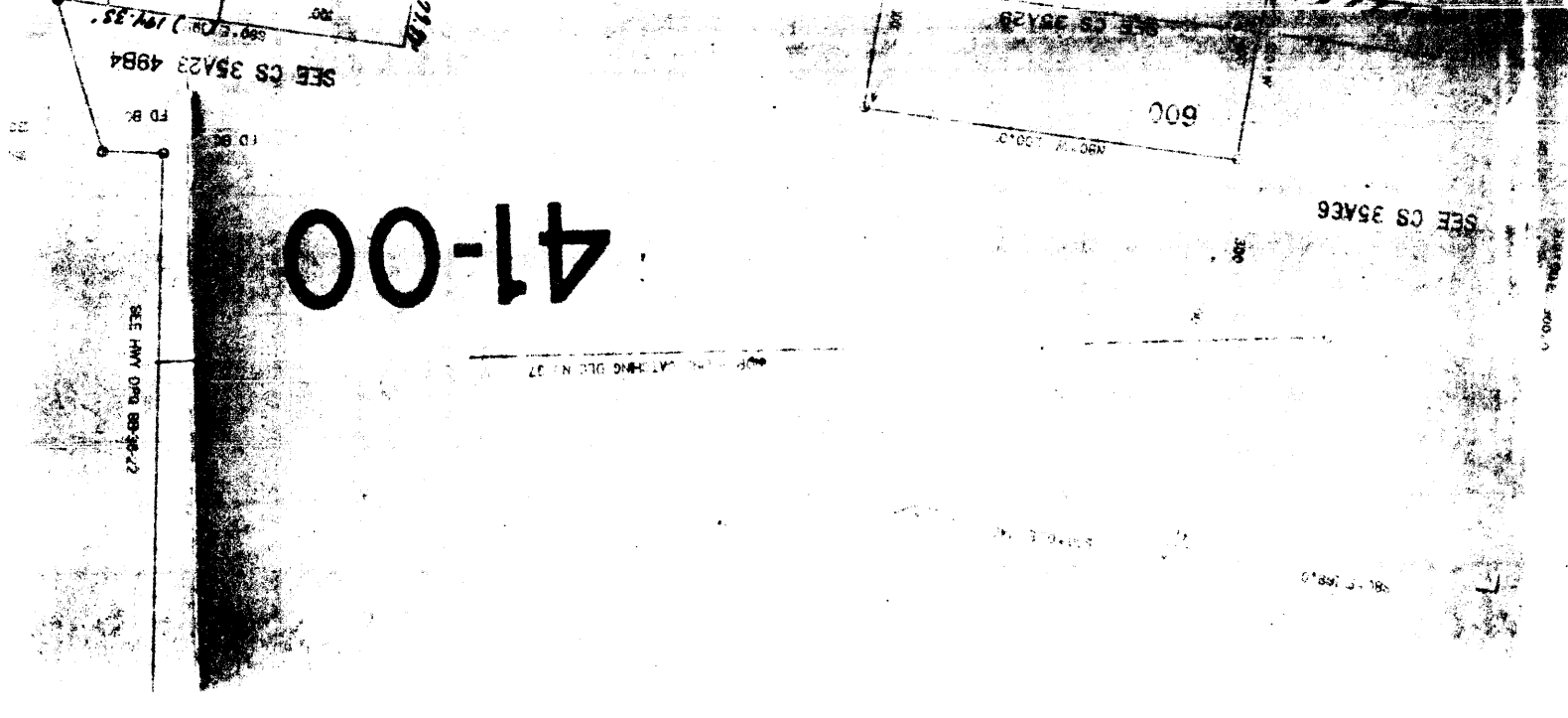
Koppy, Anne. Coos County Historical Museum, 11/89 (telephone interview regarding existing brick buildings in Coos County).

Oregon Historical Quarterly, Volume LVII. Portland, Oregon: Abbott, Kerns & Bell, 1956, pp. 48-49, also Figures 20-30.

Potter, Elisabeth, Historic Preservation Specialist. State Historic Preservation Office. 12/11/89 (telephone interview regarding oldest brick buildings of record in Coos County, Oregon).

Higgins, John Public Works Director. City of Coquille, Oregon. 12/11/89 (telephone interview regarding oldest brick buildings of record in Coos County, Oregon).

Meithof, Bruce, Community Development Director. City of Coos Bay, Oregon. 12/11/89 (telephone interview regarding existing brick buildings in Coos Bay, Oregon).



41-00

SEE HWY ORD 88-22

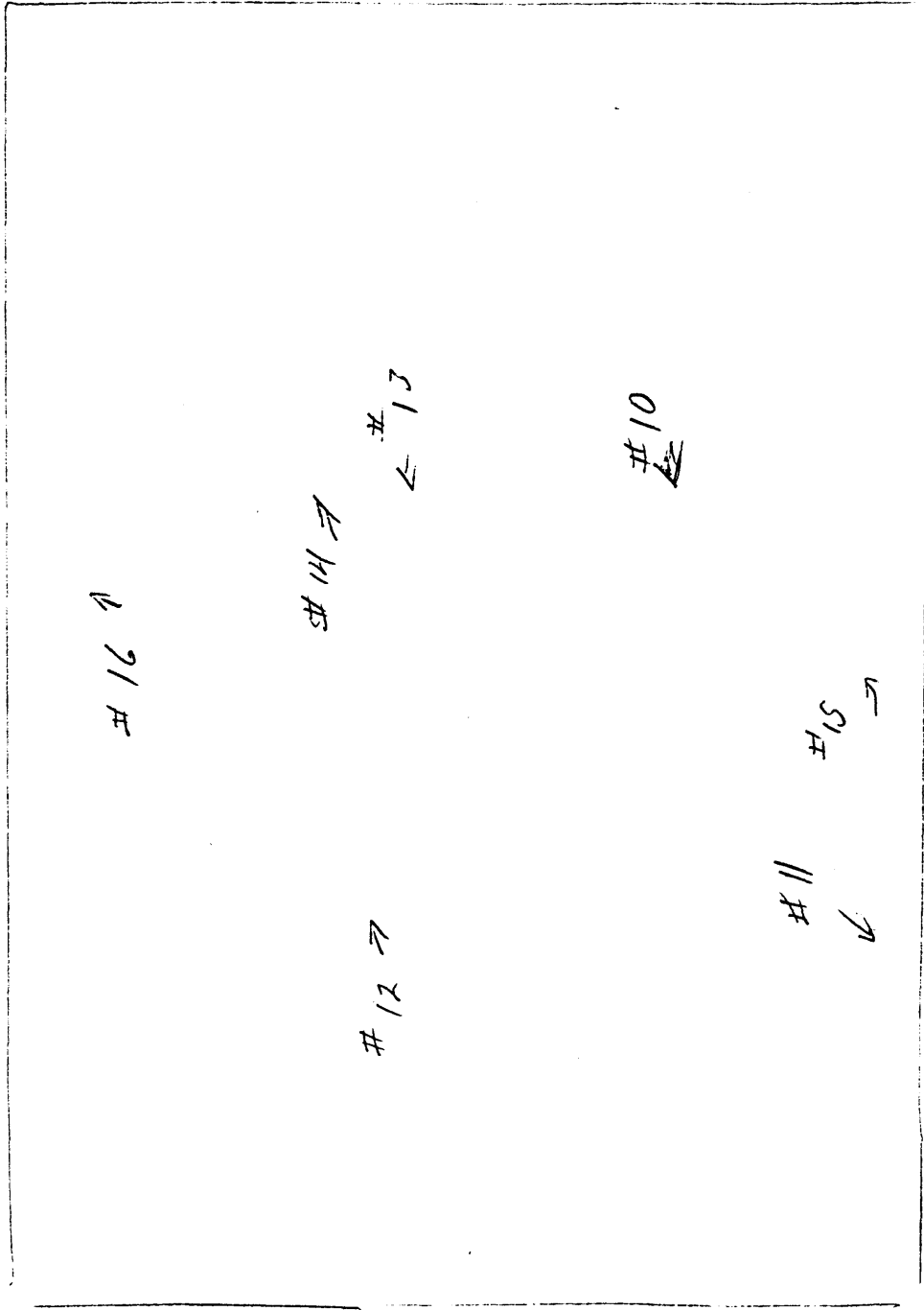
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SEE CS 35A23

Photograph Layout Sketch

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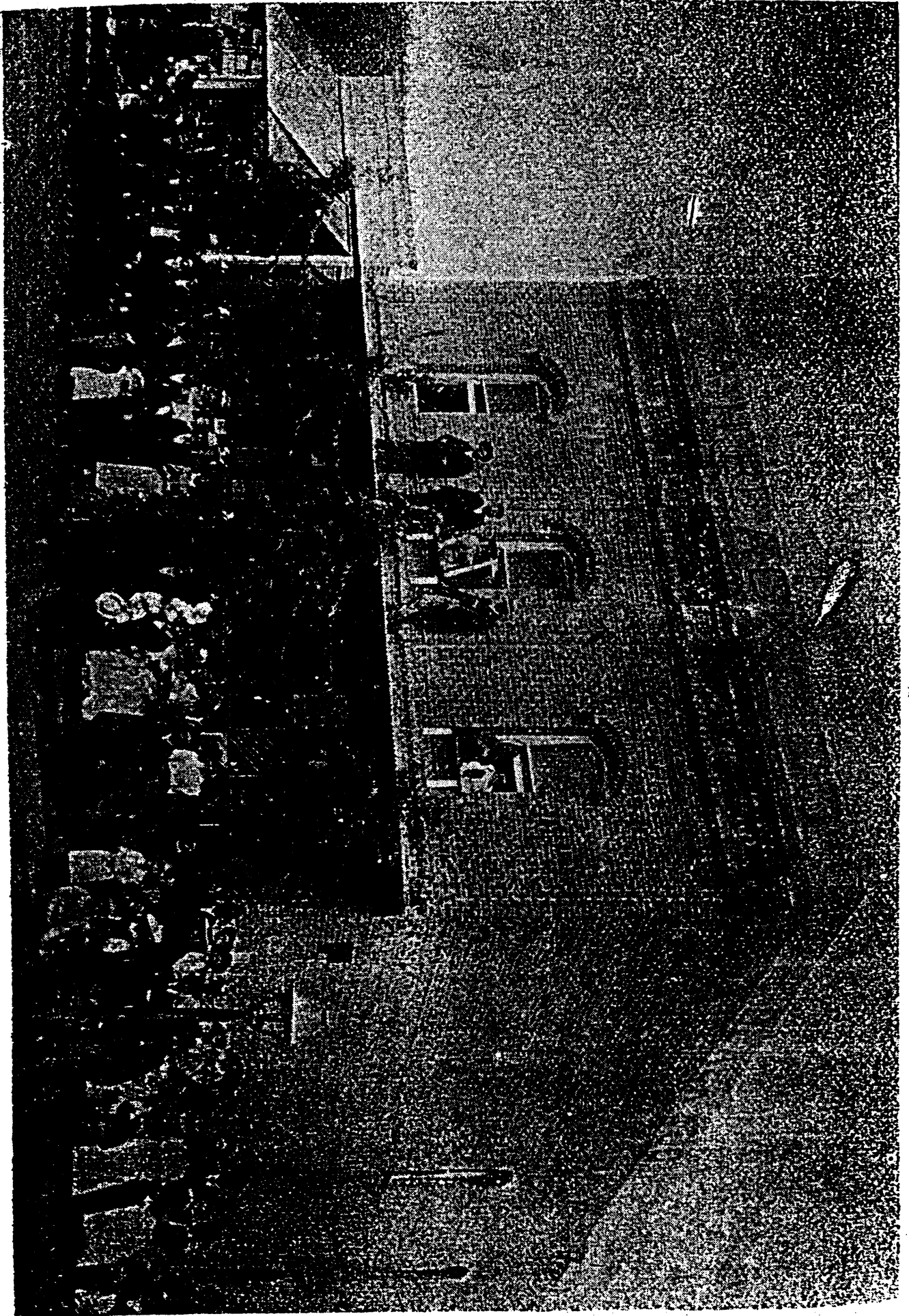
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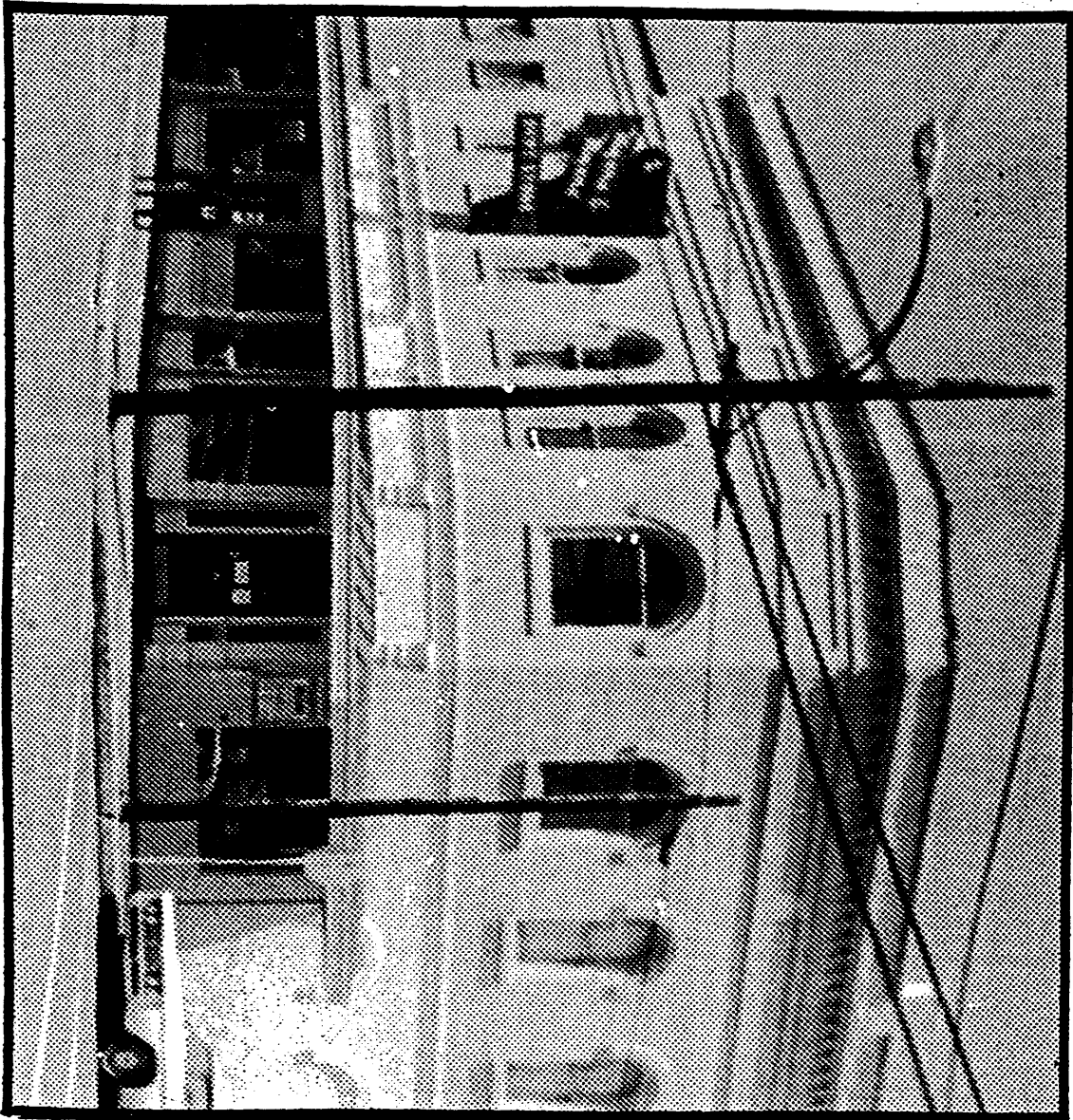
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Exhibit A



A. H. BLACK & CO.'S STORE, MYRTLE POINT, OREGON.

Exhibit B



**Bank
of
Myrtle Point
1895**

333 Spruce St.

**(Bank of MP organized
in 1901)**

(Now Myers & Myers Dept. Store)

Exhibit C -

[ATTACHMENT E - PG 13]

GOAL 5 WORKSHEET

5 TYPE OF RESOURCE: HISTORIC AREAS, SITES, STRUCTURES AND OBJECTS.

10 DESCRIPTION: BANK OF MYRTLE POINT (HISTORIC).
MYERS AND MYERS DEPARTMENT STORE.

1. INVENTORY REQUIREMENTS:

15 A) Available information indicates resource site not important: NO.

If NO, proceed.

20 B) Available information is insufficient to determine importance of
resource site: NO.

If NO, proceed.

C) PLAN INVENTORY (add pages as necessary)

25 LOCATION: 333 Spruce Street.

30 QUALITY: Listed on Oregon Inventory of Historic Sites and Buildings
(inventory information filed in Coos County Planning Office).
Constructed in 1901 and subsequently converted to a clothing
store. Several interior alterations have been made.

QUANTITY: First bank building in Myrtle Point.

35 (proceed to 2)

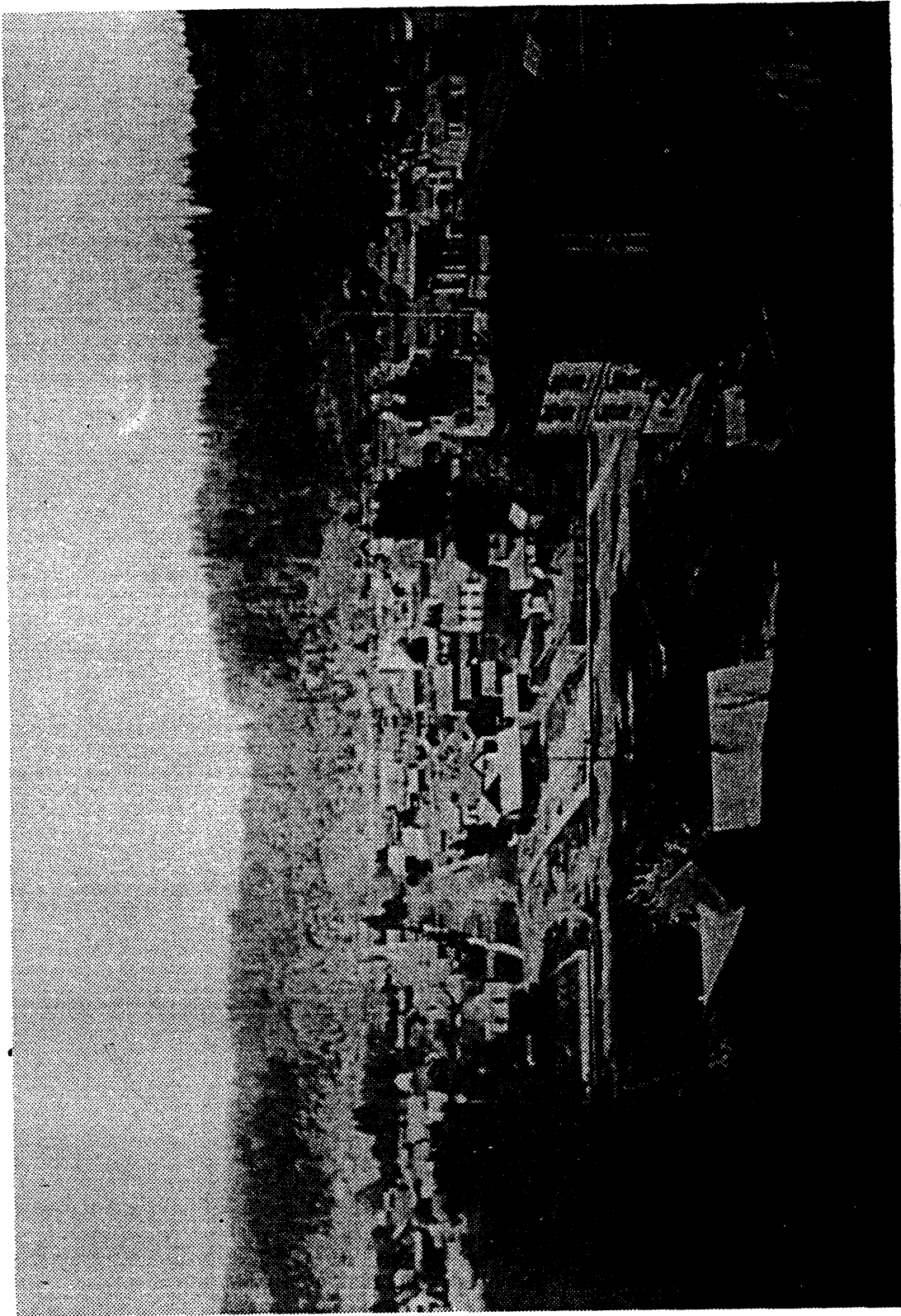
2. CONFLICTING USE DETERMINATION AND ANALYSIS

40 A) There are existing or potential conflicting uses at the site: NO.

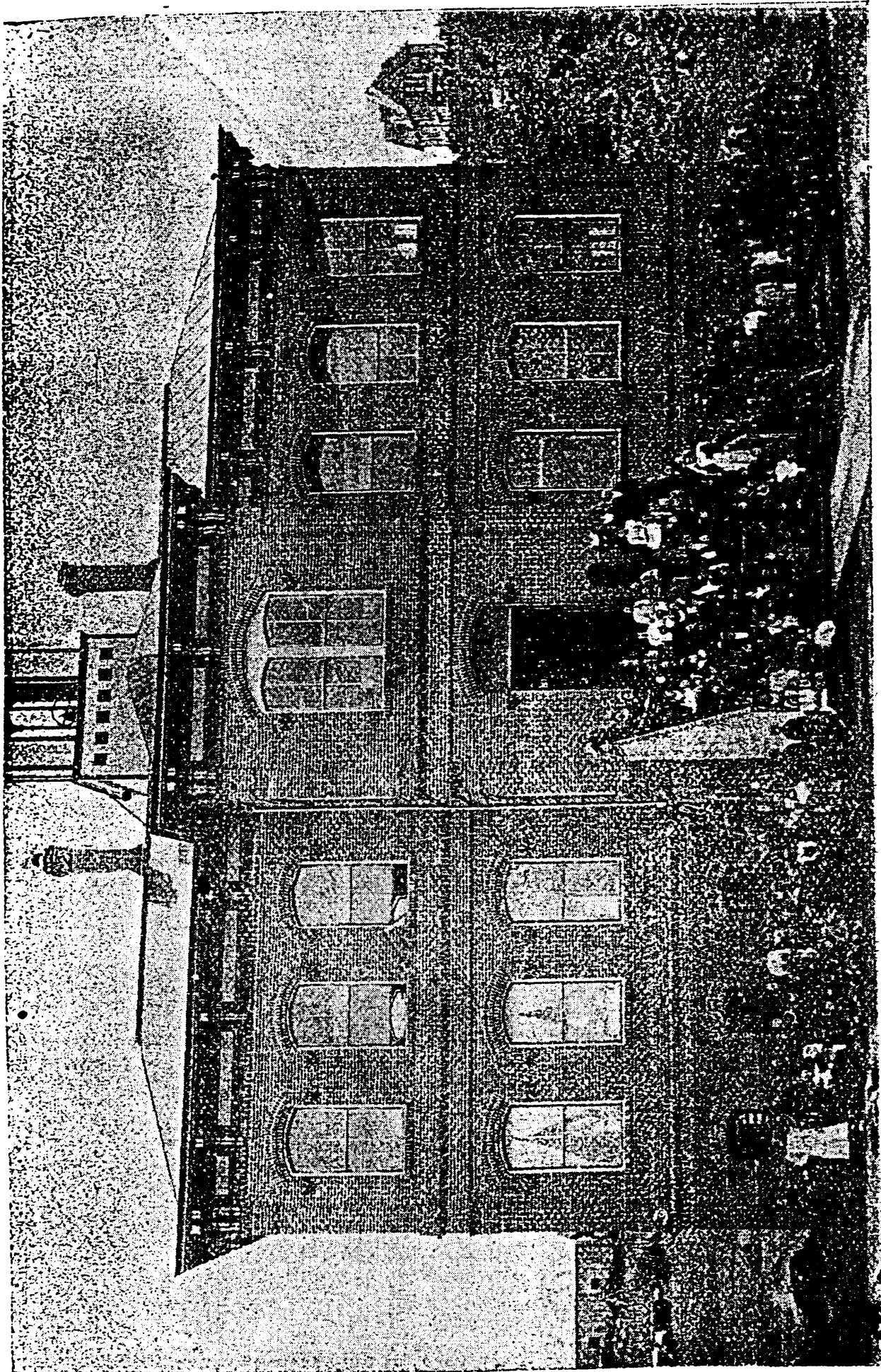
45 If NO, designate site 2-A; action required: ADOPT A POLICY TO
PRESERVE RESOURCE SITE.

50 Policy to protect the structure is found on page 8 of the
Supplement to the 1979 Myrtle Point Comprehensive Plan, Natural
Resources Element, Policy #1. Historic structures are protected
through the Historic-Cultural Overlay Zone, Section 8.300, of the
Myrtle Point zoning ordinance (See ATTACHMENT "I").

Exhibit D

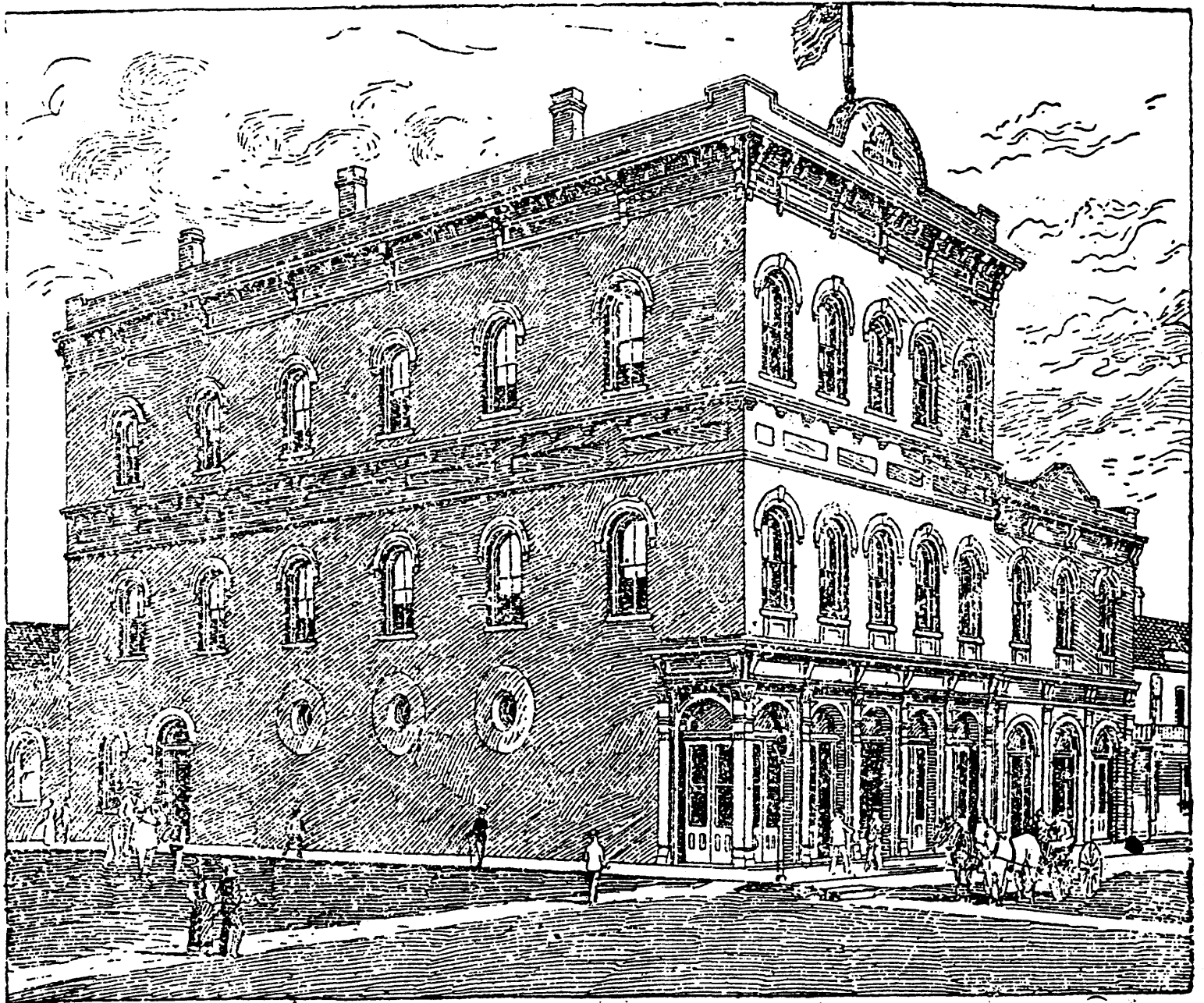


View of Myrtle Point looking west over the old brick school building where Maple Primary is now. This is around 1912.



MYRTLE POINT PUBLIC SCHOOL,

Exhibit E

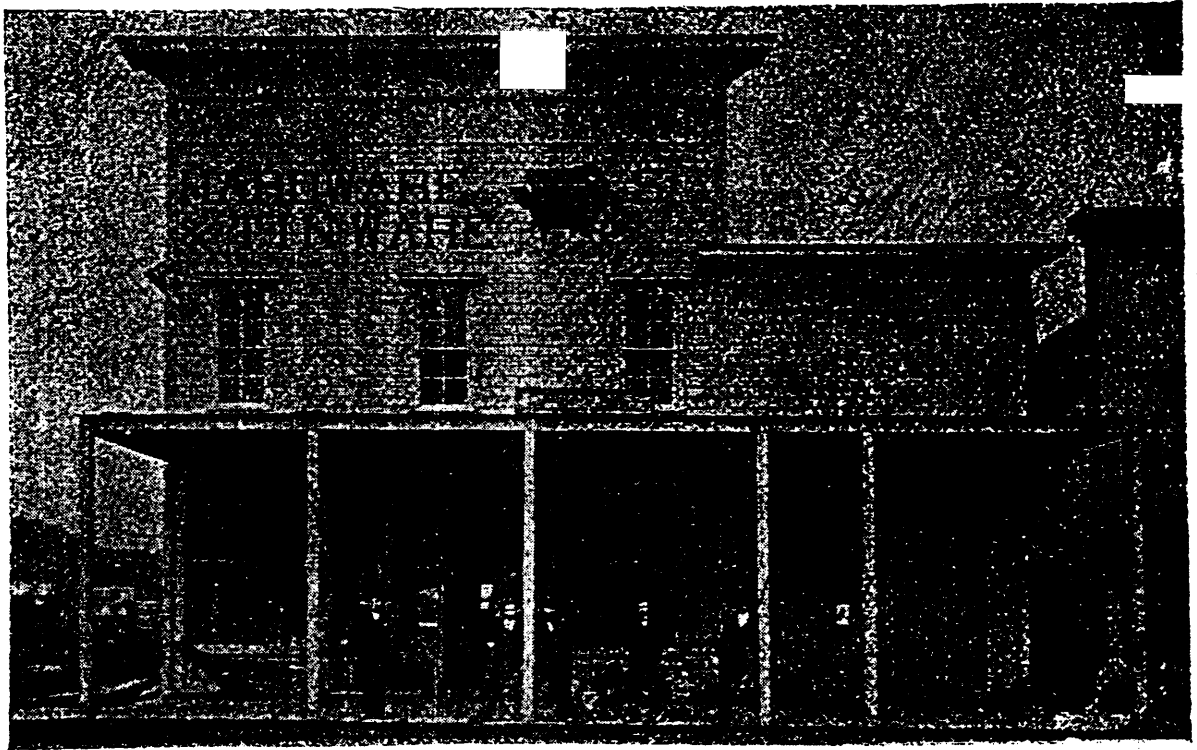


MASONIC HALL, OPERA HALL, POSTOFFICE AND HERMANN & BROWN'S STORE--MYRTLE POINT, OREGON.

outh, East and Middle Forks and numerous creeks of more or less importance.

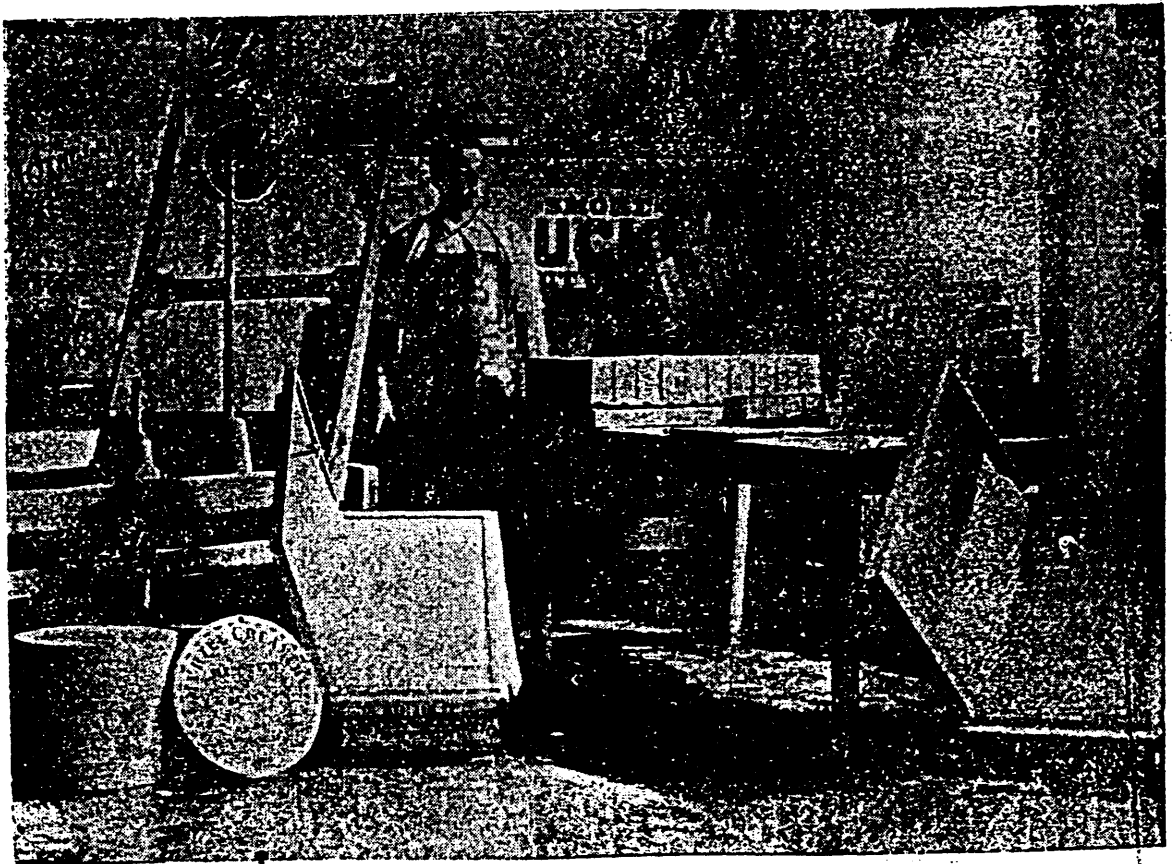
The government has expended about \$160,000 in the construction of jetties at the entrance of the river which is not yet completed. There is a lighthouse at the entrance on the north side which

Over ten billion feet of merchantable timber, 450 square miles underlaid with strata of lignite coal from three to six feet in thickness, auriferous deposits, a fertile and productive soil, an abundance of pure water and an equable and healthy climate are the endowments bequeathed by



HEWLING & LUNDY, MYRTLE POINT, OREGON.

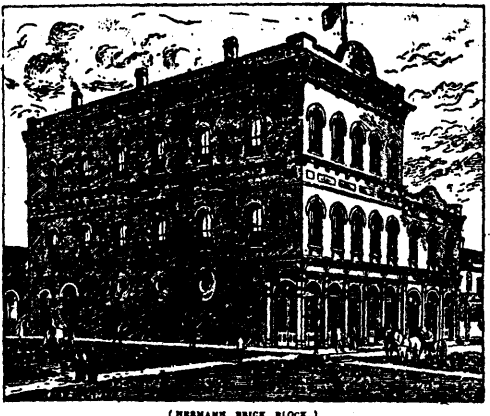
Hardware, Tinware and Farming Implements.



INTERIOR OF CREAMERY—A. H. BLACK & CO., MYRTLE POINT, OR.

Pharmacy.

N. G. W. PERKINS
Sole Proprietor



(HERMANN BRICK BLOCK.)

GENERAL MERCHANDISE.

WHY THE CROWD COMES OUR WAY.

THE Steady growth of Our Business is easily understood by Our Regular Customers. They realize HERE THEIR DOLLARS go farther than in any other Store in Myrtle Point. Our business will grow just as long as there are people to find out about our LOW PRICES, and just as fast as they find out. Do not be the last one to get acquainted with us and our way of doing business.

◆ HERMANN & BROWN. ◆



[Myrtle Point's Brick Public School Building.]

MYRTLE POINT, OREGON.

IS a thriving, progressive town of 500 inhabitants, situated at the head of navigation on the Coquille river, 18 miles by land and 25 miles by water from the sea-port town of Bandon, which is a very popular summer resort. Marshfield, situated on Coos Bay, is one of the most important shipping points on the Oregon coast and is but 20 miles from Myrtle Point by rail. Myrtle Point contains some fine brick structures, among which are the above illustrated buildings. It has three churches, various fraternal organizations and almost every line of business is represented. Tributary to Myrtle Point is a splendid fruit, dairying, farming, stock raising, lumbering and mining country, and the above mentioned vocations constitutes the chief industries of our people. Both town and country property may be purchased at very reasonable prices and on easy terms. Persons with a little means desiring a good home in a pleasant, growing country, will do well to visit this place before going elsewhere.

◆ **BUSINESS DIRECTORY.** ◆

E. Bender, postmaster; A. H. Black & Co., general merchandise and creamery; Hermann & Brown, general merchandise; Lemmabowery & Co., general merchandise; F. G. Dixon, general merchandise and drugs; N. G. W. Perkins, merchant; J. L. Lawellen, furniture and undertaking; Holling & Lundy, hardware merchants; W. Colmas, hardware; M. E. Lee, harnessmaker; B. Bremer, shoemaker; Mrs. D. Gilles, millinery; A. E. Adams, bazaar; Matt Nyström, hotel; J. Machado, baker and butcher; Thos. Cornelius, confectionery and notions; C. Roberts, lunch room; Will M. Guild, barber, confectionery, tobacco and cigars; J. N. Roberts, cabinet maker; Chas. Adams, blacksmith; Peter Wise, blacksmith; I. N. Rose, saloon; Stewart & Son, livery men; Barklow Bros., stage company and liverymen; Jenkins Bros., transfer company; Thos. Barklow, cooper; D. Gilles & Sons, brick and tile factory; W. H. Erdice, clover leaf creamery; Wall Bros., saw mill; Capt. W. E. Rackliff, saw mill and flour mill; F. G. Dixon, shingle mill; A. E. Dodge, express and station agent; Holling & Lundy, telegraph and telephone office; B. F. Richardson, jeweler and watchmaker.

PROFESSIONAL.—K. A. Leep, M. D. J. P. Easter, M. D. L. A. Roberts, attorney-at-law; L. L. Burtenshaw, atty.; Orvil Dodge, U. S. commissioner.

General

General Merchandise.

Your Money

Will buy more now than ever before. Our prices are way down for 1897. We can please you.

Your Life

Will be pleasanter and more cheerful if you buy of us what you want in our line. Come and see.

A. H. BLACK & COMPANY,
— PROPRIETORS OF —
MYRTLE CREAMERY BUTTER.

HOUSEHOLD ARTICLES
—AND—
MEDICINES.
Stationery, Toilet
Paper and
SAND OILS.
—AND—
OPTICONS
AT ALL HOURS.

Stage Company,
Transfer and freighting
to this place and Ne-
arly Conveyances be-
s, and are prepared to
Travelling Public.

also conduct a well
Feed Stable
they furnish Rigs
er than they can be
agent at Roseburg
LOW, agent at this
AM. Props.
Roseburg, Or.
S. Props.
Myrtle Point, Or.

BLARKE
ERS OF...
AR AND VIOLIN.

on at reasonable
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Entertainments,
pecial attention
in patronage.

MYRTLE POINT, OREGON

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all kinds at-
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late those
ing done.
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MYRTLE POINT ENTERPRISE,

The **LARGEST,**
Most **Wide-awake, Newsy**
and **CLEAN**

LOCAL PAPER
IN THE COUNTY.

It reaches the people.....
It's liked by the business men,
It's policy is open and square.

ONLY \$1.50 A YEAR
SENT TO ANY ADDRESS.

You can't do without it
It contains the bulk of

The LOCAL and GENERAL NEWS.

IT IS NECESSARY IN YOUR BUSINESS;
A PLEASANT VISITOR IN YOUR HOME.

You get all the **BEST NEWS** and that is what you want.

MYRTLE POINT
HOTEL,

Early editors found little job security

Job security was not part of the assurance early newspaper editors were given when they took a job in Myrtle Point. What they may have received was the commitment of steady work and long hours, but permanence and monetary remuneration was not in the deal. Editors and publishers changed often.

When the first newspaper began in Myrtle Point in the winter of 1889 long an antiquated Washington handpress which

hours were the norm and that aspect of the business has changed little. W. L. Dixon, a local merchant, founded the paper as the "West Oregonian" Dec. 3, 1889, with Orville Dodge, editor. As a result of that early endeavor The Herald is the oldest continuously run business in town.

Myrtle Point was a village of 300 people when the paper was first printed on an antiquated Washington handpress which

had been brought into the Coquille River by schooner and landed by boat at Myrtle Point.

The press was carted upstairs into a small frame building near the Hermann block where the first issues were printed. Later the Board of Trade, a group similar to a chamber of commerce purchased the newspaper plant and moved it upstairs over the old Dixon store and Dodge was put in charge.

Before long the fledgling paper was purchased by J. H. Roberts and he moved the plant into his brick store building. Later Dodge himself became the owner and in turn sold to W. O. Phillips who again moved the office. This time it moved above a millinery store run by Mrs. Daniel Giles.

The Phillips venture was a failure and the plant was taken back by Roberts in 1895. The paper was met with success as it increased in size. Subscriptions were \$1.50 per year, down from \$2 per year a couple of years earlier.

The name change to The American apparently reflected the new patriotism that surged through the country about the time of World War I. The change came in 1917 and stayed until George Hamilton bought the paper in 1928 and changed it to The Herald.

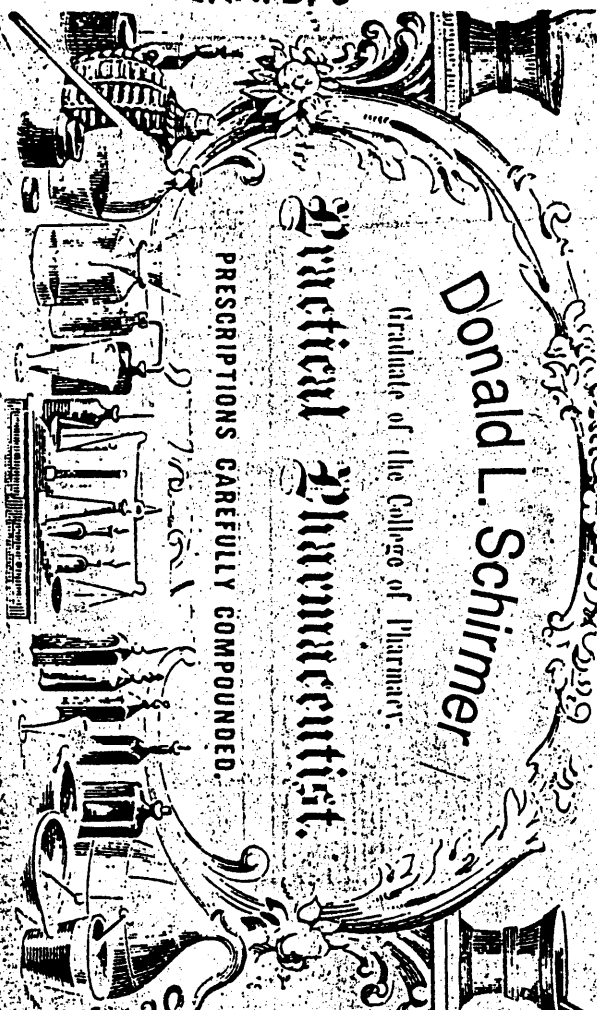
During the years the printing process also changed several times. From the hand-set Washington press the linotypes revolutionized the process shortly after the turn of the century. For nearly 60 years printers set type on the large old linotypes which still grace the back room of the present Herald building. Estimated to have cost about \$40,000 each new when purchased, the



slow machines were only one part of a process that included a flat bed press, folding machine and full service print shop with two presses. Part of the process was the alcohol it apparently took to fortify the average typesetter. Most newspapers have traditions that include the fondness their typesetters seemed to have for spirits. The Herald was no exception. Former employees told of the typesetter-editor who would periodically make his way to the front counter, enter in a note for "supplies" on the daily cash sheet and trek off to the liquor store for his lunch.

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Don's Drug Store 722 Maple St. Myrtle Point 572-2122



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